# The control of the co THE BDAIRMORE ENTERPRIS



# For Real Economy-Better Flavour

Best for all your Baking

# The Value Of Advertising

Advertising has been from time to time, and still is occupet for indictments and charges levelled at it, usually with

Advertising has been from time to time, and still is occasionally, the target for indictments and charges levelled at it, usually with little or no foundation for the allegations, and generally launched by the type of person who is prone to erect a straw man for the pleasure of knocking it down or by those who have no knowledge of the subject.

One of the allegations heard against advertising is that it is maleading and sometimes downright untruthful. This is the harshest kind of criticism, and it can be admitted that occasionally some advertising falls within this category, but it is rare and for obvious rasons. In the first place this class of advertising is as detrimental to the interests of the advertiser as it is to the purchaser and as a result it defeate its own object, for instead of creating business it speedily destroys it and that is the last thing that legitimate business wants. In the second place, no reputable advertising medium—be it daily or weekly press, magazine or radio will knowingly accept falss advertising because in so doing it destroys its own value as a medium. Without taking the question of ethics into consideration at all, it is an economic hazard which few advertising media are willing to accept for the sake of temporary, pushry gain.

tion at all, it is an economic hazard which few advertising media are willing to accept for the sake of temporary, palitry gain.

Thus, it may be taken for granted, that the great bulk of advertising which comes within the ken of the average consumer is truthful and does not misrepresent the commodities or services which it desires to sell, and that the more regular frequency with which advertising appears, the more unimpeachable are the statements which such advertising appears, the more unimpeachable are the statements which such advertising appears, the more product it offers. Further, the more reputable the medium, the less is the likelihood that it will offend in this regard. With reputable media, and particularly is this true of the evelyn ewespeer, accuracy and fairness of the advertising it carries is regarded as important as the accuracy and fairness of the statements made in its other departments.

Far From The Truth

One of the commonly heard charges against advertising is that it increases the costs of commodities to the purchasers, and particularly is that allegation leveled against national advertising. References are sometimes made to the substantial appropriations set saide by manufacturers or distributions of commodities soil on large scales over a great area as an argin tributions for commodities soil on large scale over a great area as an argin tributions for commodities soil on large scale over a great area as an argin tributions for commodities soil on large scale and vertically appropriate the solution of the scale advertising, provided it is judiclously placed so that it will be drawn to the attributions for commodities soil or the scale advertising, provided it is

Nothing is farther from the truth than such statements. On the contrary experience has shown that large scale advertising, provided it is judiciously placed so that it will be drawn to the attention of the market, or the potential market in attractive and compelling form has exactly the opposite effect.

Truthful advertising, properly placed and distributed, on a scale commensurate with potential sales, has had in the past and will in the future, here effect of reducing the cost to the consumer; because increased demand invariably briggs the opportunity for massed production and this, in its under the past and and this, in its under the past and state of the consumer; because increased demand invariably briggs the opportunity for massed production and this, in its under the past and state of the consumer; because increased demand invariably briggs the opportunity for massed production and this, in its under the past and state of the consumer; because increased demand invariably briggs the opportunity for massed production and this, in its under the first medical unit organized by a group in the former United States ambassiant of the past and state of the past and state

A Guarantee of Quality

Not only is a substantial advertising program a step towards reduction of price of the product, but it is also a guarantee of the quality, for no manufacturer is going to expend a substantial sum in advertising his product unless he has the expectation that in so doing he will induce customers to buy again and he cannot get the good-will necessary for repeat orders unless he gives good value for the money.

So that generally speaking it can be stated that advertising is heneficial all round. It benefits the vender of good commodities for it enables him to increase his volume of sales; it benefits the medium through which he advertising is disseminated in production of revenues and above all, it benefits the consumer by reducing the costs of commodities and widening the standard of living.

# A Very Ancient Custom

Shillings are in constant demand in England. There are 1,090,000 coin gas meters in greater London alone, and these may hold as many as 30 shillings eath before they are emptied once every two months.



# Spent Life Studying Sun

A Very Ancient Custom

Cavenan Of Stone Age Had Equivalent For Calling Cards

The custom of leaving gailing

Cards when one goes visiting has been traced back to the Stone Age, cavenan called on his neighbor, he cavenan called on his neighbor, he threw a rock at the mouth of the focave, to make known his coming, full tilkely it was a matter of personal safety, for otherwise the visit might have been greeded with a club. Should the neighbor not be at home, the visitor would leave a stone upon which he had scratched his mark. The custom remains to-day in nearly engraved and printed cards.

Shillings are in constant demand nength for observing the sim's atmosphere, and other scientific apparaments and these may hold as many as 30

Alfalfa is probably the oldest known plant cultivated as food for domestic animals, reports the New York State Agricultural College.

A chemist points out that the hu-man nose contains the most perfect air conditioner known, in the space of less than a cubic inch.

Trouble is a lot of fun and fun is lot of trouble. 2246

# Not Natural Allies

rship Between Italy And Ger my Anything But Secure

root ratural Almes

Partnership Between Italy And Germany Anything But Secure

It has long been evident that the
shelf importance of the "Rome-Berlin axis" was its anisance value. The
shelf importance of the "Rome-Berlin axis" was its anisance value. The
two nations at the opposite ends of
that axis are not natural atlies. To
be sure, both are dictatorships. Both
are Fascint is of a different vinlage.
And both are dissatisfied with the
Fascinn is of a different vinlage.
And both are dissatisfied with the
streaty of Versallies. On these common traits and this mutual resentbate that a partnership which has
never concealed the fact that what
lady fears most of everything (and
with good reason) is a powerful Germany reaching down through Austria to the Brenner Pass, and that
what Germany wants most of everything (and plainly intends to have, it
she can get it) is an expansion to
the east and south which Italy is
bound to resist because of her own
ambitions and pretensions in that
quarter of the world. The partnership fur colleagues who suspect each other's motives. Yet so
long as the partnership is kept alive,
so long as the apartnership of two colleagues who suspect each other's motives. Yet so
long as the partnership is kept alive,
so long as the apartnership is kept alive,
so long as the rest of Europe fears that their
armed forces may one day be used
together, the "Rome-Berlin axis" has
an importance in European diplomscy which far exceeds the measure
of its real inherent tensile strength.

—New York Times. York Times

# **Aiding Chinese**

First Line Of Defence

Fleaty Of Authority

There is much authority for the truth of this assertion. One has only to look around for overwhelming examples—the automobile industry for instance. The principle is recognized by no less an authority than the Encyclopedia Britannica which, as was pointed our recently by an adventure of the more disting expert addressing a service club in one of the western cities, gives the following as three effects of advertising: "(11 Lowers cost of producine) the consumer, thereby raising the standard of living."

"One severe critic of advertising", said this same speaker, "was asked to estimate the proportionate amount of money spent to advertise as whether the proportionate amount of money spent to advertise as whether the proportionate amount of money spent to advertise as by patient, steadfast policy. How does this apply to our own Canada? In common with the other Overseas to that is, however, even that does not represent an additional cost to the consumer." defence. But let us remember that the real first line of defence is to be found in our people.—Hallfax Her-ald.

# Taste Was Inherited

"Your daughter has a fine touch, Mrs. Murphy," remarked a friend, listening to Miss Murphy playing the

listening to Miss Murphy playing the plano.

"Yis, so they be tellin' me," replied Mrs. Murphy, "an shure, 'it no wonder, for she loves the planny and niver tires of it; she has a great tasthe for moosic, but this that's only natural, for her gran'ather had his skull broke wid a cornet at a timperance plenic."

Take Your Choice

"What shall we name the baby?"
asked the Brooklyn Public Eibrary;
which announced it has \$50,000
names on file for just such an emergency. Examples are Cello, Earling,
Hominous, Glamoureen, Nervertia,
Shulamith, Zipperath, and Flimptz.

Trans-Atlantic airplane flights in six hours are visioned. Just time enough for tea and a glance at the sea.

The number of convicts in England decreased from 50,000 to 6,000 dur-ing the reign of Queen Victoria.

Morning glories wind against the sun, from left to right; hop vines with the sun, from right to left.



LISTEN CANADA-1938

Thinks World Getting Better
Sir Wilfred Grenfell Believes Religion
Is Strouger Than Ever
The New York Times asyay Sir Wilfred Grenfell Believes Religion
Is Strouger Than Ever
The New York Times asyay Sir Wilfred Grenfell Believes Religion
Is Strouger Than Ever
The New York Times asyay Sir Wilfred Grenfell believes Religion
Is Strouger Than Ever
The New York Times asyay Sir Wilfred Grenfell better known asy
Grenfell of Labrador'— was no
doubt as ready on this his Tord birth
olay as he was three years ago to
subscribe to the statement which he
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to subscribe to the statement which he
day as he was three years ago
to subscribe to the statement which he
did work:

We are still a very young, world
and I believe that we are getting
field of work:

We are still a very young, world
and I believe that we are getting
held of work:

We are still a very young, world
and I believe that we are getting
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that the still a very young world
and I believe that we are getting
held of world the world and the
heart of sir hink that religion. But
there is more religion of the kind
to speak of spiritual things. Now if
you want to hear the goopel spoken,
go the Royal Academy of Seience.

His own religio medici, as he practheed it in his parish of how, who
could not go to cure the body of his
patient but I forgot my profession
to call upon God for his Soul." And
the treatment of his skill. One cound
have no better whis for him and his
treatment of his skill. One cound
have no better wh

Will Be Unveiled By King George When He Visits France I The Australian Memorial at Villers Bristonesur, in France, which the King will unveil during his State visit there, is made of Portland stone, cut in the quarries of Dorset and shipped to France.

Before shipment each stone has carved thereon the names of Australian missing who have no known graves. In all there are over 11,000 names of the missing dead.

This is not the only Australian memorial. There is another at Fromelies, commenorating 1,300 missing. This is for the French-Flanders Jarca.

on the great Menin Gate Mem-orial at Ypres another 6,000 Aus-

orial at Ypres another 6,000 Australian missing are also remembered. This is for the Belgian area.

In all Australia sent 320,000 soldiers overseas, and of these 60,000 were killed—a very high percentage.

—News of the World, London.

# Time To Keep Cool

Speech Should Be Guarded In The

Speech Should Be Guarded In These
Unsettled Times
In view of the fact that the Prime
Minister adjourned the debate on the
ill (the Nelli Bill to prevent Japanese immigration into Caanda), viet
follows there is very little likelihood
of it becoming an issue this session.
It is just as well. This is a time
for Canada to keep cool on any matter the too free airing of which in
Parliament would tend to add new
iritation to an aiready badly irritated world. Eighty new Japanese
arriving in Canada, yearly—under an
agreement—cannot seriously be regarded as a vital invasion.—Victoria
Times.

A Real Old Timer
Seven employees of the Lincoin,
Nebraska, Journal have been with
that newspaper for a tofal of 308
years. What other printing or publishing plant in the country can put
up seven men with an equal record?
The man working the abortest length
of time was on the job for 50 years,
but the real old timer is credited
with 64 years.

New Australian Coins
First of a new series of Australia
coins the mint is turning out £20,00
(\$80,000) worth of of threepennie
the uncrowned head of the king one side and three wheat ears on the

The rim of the balance wheel in a watch travels as much as 10 miles a day.

# Furniture Is Different

Former English Acrobat Made it Entirely Of Stamps
All the articles in the living room of Albert Schafer, former circus acrobat of Ramps, Schafer having just completed his task. Furniture, pictures and everything else in the room are composed of stamps. Weshelm his ring days ended Schafer became a philatelist. He spent 33 years in making hig unique furniture.

Willing To Give
An income-tax collector had died,
and a subscription was raised in a
Wall Street office for a wreath. The
boss promised \$5. A few days later
one of the clerks called for the
money. The chief handed him a \$10

In Germany, it is estimated that insects destroy one out of every five apples, one of every ten grains of wheat, and one of every 13 potatoes.

No OFFER TO EVERY INVENTOR. OF INVENTOR AND OFFER TO EVERY INVENTOR. OF INVENTOR AND OFFER TO EVERY INVENTOR. OF INVENTOR AND OFFER TO EVERY INVENTOR. TO EVERY TO EVERY

# No Longer Applicable

Reason Coronation Oath Administer-ed To King George VI. Ws Attered
The oath administered to the King at his Coronation last May was al-tered from the previously administer-cd oaths "after consultation with

# Willing To Give

# AVOID NEEDLESS CHANCES PROVED WAY TO TREAT COLDS

ack at both and long after

# Ultra-Violet Light

Ultra-Violet Light

Purifies The Air And Prevents A
Person Fryon Catching Cold
A new lamp whose beams protect
a reson against catching the other
regions against the color of the catching the
regions of the Lafayetts Bank
and Trust Company at Suffern, N.Y.
It was described as the equinination
10 years search for a form of
ultra-violet light to purity air and
all that man touches, without hurting his eyes.
In the bank window the beams
form a curtain of bitsish light falling
form a long-horizontal overhead tube
of mercury vapor. The curtain lies
between teller and customer. Breaths
are instantly sterilized. The light
idlis bacteria in less than a second.
The rays also kill germs on the
upper surtaces of hands passing
money through the window. They
even kill the germs on the exposed
side of the money.
This kill of the germs carried by

even kill the germs on the exposed side of the money.

This kill of the germs carried by touch is, for most of the infectious diseases, more important than sterilizing the air. The new light has been in the Suffern bank a month. In that time, officials said, no irritation of eyes has been noticed. Deryl Hart, M.D., surgeon-in-chief of Duke nespital, Durham, N.C., said the beams completely free the air of germs around a patient on the operating table.

# Operation Was Success

Operation Was Success
Boy Is Able To See With Eje Which
Frank Chabina got up 'real early'
tecame he had a lot of 'mookin'
around' to do with this new left eye
the eye given to him by a farmer.
The 19-year-old Louisiana farm
boy's new eye registers the mass
and shadow of objects seen at a distance, usch as skyaciraper. His right
eye is '100 per cent.'
"In three or four months the new
one will be three-fourths okay," he
sale
"In three or four months the new
one will be three-fourths okay," he
sale
and with the left eye to John
Wealey Amos, 68-year-old tenant
farmer of St. Joseph Le., to whom
it used to belong. Amos gave up his
eye that his young friend might see.
The gratting operation, said to be
the first of its kind, was performed
by Dr. George Hart in Charity Mos-

Many Varieties Of Plants
A recent census taken in Boston
showed that Harvard University's
Arnoid Arborteum, pae, of the biggest botanical gardens in the world,
now has 6,500 varieties of living
plants under cultivation. A magnet
for townsfolk and tourists, the Arborteum has been visited by as
many as 40,000 persons in a day.

Canned cheese is now included in United States army provision.

# **PATENTS**



APPLEFORD WAREHOUSES AT WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

# **VON RIBBENTROP** CONFERS WITH VISCOUNTHALIFAX

London.—Shouting crowds taunted Joachim Von Ribbentrop, Germany's new foreign minister, as he sought means of a settlement with Great Britain in the face of increasing European unrest.

Von Ribbentrop and Viscount Hall-fax, British foreign secretary, conferred at the foreign office for more than two house. Shouting crowds taunted

For 2½ hours Von Ribbentrop and Halifax. For 2½ hours the crowd waited along the approaches, increasing in numbers as the time went on Then, as Von Ribbentrop emerged, the crowd again shouted: "Ribbentrop of the crowd outside swaled from the crowd outside swalled f

# Investigate C.B.C.

ma scilvities relating to an expectation of the properties of the

# Winnipeg Financial Affairs

# Dispute Over Islands

Britain And United States May St mit Matter To Arbitration

mit Matter To Arbitration

Into Matter To Arbitration

Into Matter To Arbitration

London.—British diplomatic sources,

commenting on Frime Minister Chambertala a statement in the House of

the Commenting of the Commenting of the Commenting

islands of Canton and Enderbury, de
islands of Canto

The United States turns this gray. Britan, will suggest arbitration, but whatever the conferred at the forigin office for more than two hours.

What the former ambassador is correct. The state of the per discussed was concasted behind diplomatic secreey. Reliable sources, nevery said the conference was inconclusive. Won Ribbentrop, these sources declared, declined to commit his government. The British government, at whose requirements from Chancellor Hiller.

The British government, at whose requirements from Chancellor Hiller.

The British government, at whose requirements from States government without further instructions from Chancellor Hiller.

The British government, at whose requirements of the region of the right to colonies, and swift developments across the English channel, possibly gave the conversation a wide scope.

To these obstacles was added abroad gap between the outlooks of Germany and Britain on fundamentations are wide scope.

Although informed persons emphasized the foreign ministers' take was "exploratory", they said an apparent deadlock on the colonial question made an early agreement.

Broad and France, which hold League of Nations mandates overment of Germany's former colonies, are understood to insist the colonial question made an early agreement.

As the Germany's former colonies, are understood to insist the colonial question made an early agreement.

As the Germany's former colonies, are understood to insist the colonial question made an early agreement.

As the Germany's former colonies, are understood to insist the colonial question made an early agreement and the proposal to the United States government while bit the proposal to the United States government while it turns to ministrative officer now resides the particular of the proposal to the United States government while it turns to ministrative officer now resides the particular of the proposal to the United States government while bit turns to ministrative officer now resides the particular of the proposal to the United Sta

# To Unify Efforts

Reorganization Of Canadian Publicity
Offices In Britain
Ottawa.—Hon. W. D. Euler, trade Governors Of C.B.C. To Be Questioned Reparding Activities Oftawa.—Governors of the Canadian Broadcasting Corporation will be called before the select committee of the House of Commona investigation of the exhibition and ing activities of the corporation, at wan decided as the committee, meeting for organization of clear of the committee of the committee, meeting for organization of the Arthur Landau Provincia and mactivities relating to sale of ing for organization of clear Arthur Landau Provincia and the mactivities relating to sale of trade commissioners.

Dominions Not Consulted In Regard To Anglo-Italian Negotiations London—Prime Minister Cham-beriain did not reply when asked in the House of Commons to supply copies of telegrams and replica ex-changed with the Dominion govern-ments in regard to Anglo-Italian ne-gotiations.

# Recommends Vast Park

With Canada For Land
Washington. — President Roosevelt
said at his press conference he had
forwarded to the United States state
department a report of the Quettor

forwarded to the United States state department a report of the Quetto superior committee, recommending creation of a vast widerness park in Minnesots and Ontario. The report proposed federal acquisition of lands in United States and negotiation of a treaty with Canada regarding the Canadian side of the proposed 10 000,000-acre park embracing the Rainy lake and Pigeon river watersheds on the Canadian border. It estimated \$1,250,000 would be required to purchase necessary

# **BRITISH LABOR** PARTY CONDEMNS **MOSCOW TRIALS**

London.—The Independent Labor party—which holds the left wing of the Labor opposition in the House of Commons—called upon the Soviet government to stop the Moscow trials.

STS NAZIS





Winnipeg Financial Affairs
Winnipeg Evan bundred representatives of Winnipeg bundress
largest delegation ever to appear be
fore the Manitoba legislature, pleaded to the provincial government and
ed to the provincial government and
with the Mouse contended
Arthur Jenkins, Conservative, at
Arthur Jenkins, Conserva

Honor Scientist

For William Reagy Receives Award
For Obstanding Services

London.—Sir William Bragg, the
London was awarded the
Institute of Meta was awarded
the Institute of the Institute of the Institute here.
W. R. Barclay, retiring president
of the Institute, declared Sir William's brilliantly-conceived application of X-rays to the study of the
structure of matter had influenced
scientific research far beyond the
boundaries of that 'particular branch
of applied science represented by the
Institute.

Ferhaps after the Rowell commission inquiry was completed and all the facts were before the government and the country a method of amending the constitution and a reallotiment of responsibilities for social services and taxing powers might be made. Sooner or later it would have to come.

Except for minority rights of race and religion there was no reason way other phases of Canada's constitution abould not be changed to make the anging meeds. All were agreed upon the reservation of minority rights from any method of changing the conditution. So the condition of minority rights from any method of changing the conditution. So the condition of minority rights from any method of changing the conditution. So the condition of minority rights from any method of changing the conditution. So the condition of minority rights from any method of changing the conditution. So the condition of minority rights from any method of changing the conditution for the provinces without obtaining the consideration from the Deminion to the provinces without obtaining the consent of all the provincial legisla.

# **OPPOSITION TO POWER EXPORT** LICENSES SHOWN

Handing services to the metal industry, both from a scientific and a technical side, at the annual meeting of the Institute here.

W. R. Barchay, retiring president of the Institute, declared Sir William's brilliantity-conceived application of X-rays to the study of the Institute, declared sir William's brilliantity-conceived application of X-rays to the study of the Structure of matter had influenced scientific research far beyond the boundaries of that particular brunch of applied science represented by the Institute.

WOULD ENLARGE
THE POWERS OF
FEDERAL HOUSE

Ottawa—An appeal for an ent to bickering and disputes between federal of the provincial governments over the constitutional responsibilities was made in the House of Commons by the Government with evading its responsibilities was made in the House of Commons by the Government with evading its responsibilities was made in the House of Commons by the Government with evading its responsibilities was made in the House of Commons by the Mandelman responsibilities was made in the House of Commons by He said eventually it might be nechalon.

He declared not even the strongest

least we took the minion and from the Dominion to the minion and from the John Tanker Trans.

The preservation of unity presented went into session to determine Italian a challenge to all public men and the policy on foreign and domestic questions. Although foreign relations incepable of eradication.

Suggestion For Flag

Suggestion For Flag

Great Britain.

Tritish Budget

BLAIRMORE ENTERPRISE

Office of Publication

SOCIAL CREDIT PRO-GRAMME UPSET

The whole caboodle of legislation

whereby the Aberhart government planned on introducing Social Credit

The court held that the Credit of Alberta Regulations act was unconstitutional, and this knocked out the entire Social Credit plan. The same entire Social Credit plan. The same

estitational, and this knocked out the entire Social Credit plan. Think this over the next time you can be also held unconstitutional. This was a retaliatory measure against the press of the province. Finally the supreme court declared that the press of the province. Finally the supreme court declared that the folderal government had power to discourate measure for allow provincial legislation arid lieutenant-governors had power to reserve their assent from provincial legislation, subject only to any includent of the form the attorney expensel.

tend at Budapest, capital of Hun-tho legislation upheld, this province would have been subjected to a regi-mentation of people and an invasion of popular sights and privileges, such of popular sights and privileges, such as has never before been experienced

The objective of the legislation apfor of government credit houses and Social Credit Act, the Licensing of tor of government credit houses and Social Credit Act, the Licensing of the domination of the newspapers in Trades and Businesses Act, 1837, and order that ciriticism might be sup-regulations made by order-in-council pressed and the people made docile. under the Licensing of Trades and We would have had a "New Ger-Industries Act, ultra vires.

The 1938 session of Canada's

and legial affairs that has caused endless confusion and a great deal of,
expense. It has exhibited a disregard for the decencies of parliamentary ethics, an insatiable lust for
power and money and a complete ignorance of the established order of
to Tuesday evening, May 22-23-24.

# MAY BE WILL OF DOMINION

lation regarding the fate of Al-berta's Social Credit Act. The the treasury. Greater love hath no Dominion can disallow an act of a provincial legislature within one provincial legislature within one year from the time it was assented to by the lieutenant-governor. The Social Credit Act received assent April 14, 1937. This leaves four weeks yet for disallowance. Chief Justice Duff has rendered an opinion that the act is unconstitutional. An opinion, however, is not a judgment, but Chief Justice Duff semience as a lawyer gives his opinion great weight. The fact that a government weight. The fact that a government allows an act does not make it constitutional, though it makes it lawlandle with the search of the constitutional programment can allow the Social Credit Act to become law, or it fact that the tests of the courts, or it fact government to enquire how that the great provided the tests of the courts, or it fact the tests of the courts, or it fact the tests of the courts, or it fact the search of the courts, or it fact the tests of the courts, or it fact the provided the provided the provided the provided the provided that the provided the provided the provided that the provided the provided the provided the provided that the provided the provided that the provided the provided that the provided the provided to the provided to the the provided the theory is greatly and the provided to the provided the provided to the provided the provided to the provided to the provided to the provided the provided to the provided to the the provided the provided to the the provided to the the provided to the provided to the pro

THAT GREAT PARCE!

a harrowing story of the many Al-berta children who were being clothed in flour sacks, and telling how he would look after these needy young-sters. Recently an Alberta editor went to a local store and got quota-tions on an outfit for a little girl of Subscription, to all parts of the cominon, \$2.00 per annum; United about ten years. Nothing elaborate, attes and Great Britain, \$2.50; For pr. \$3.00, payable in advanced to the common tension, \$2.00 per line. Legal notice, the per line for each autoquent insertion. Beginn the common tension in the common te ation.
W. J. BARTLETT, PUBLISHER
ings, 70 cents; alip, 75 cents; Jersey
knit dress, \$1.75--total \$7.00.
Our Social Credit government re-

our Social Credit government re-cently decided to vote their mem-bers an increase of \$200 each indem-nity. There are 65 members, which makes a total increase of \$12,600 that the members have grabbed off for themselves. Divide this \$12,600 panned on introducing Social Credit or themselves. Divide this \$12,600 has been disallowed by the Supreme that one 10-year-old girl, and we yet 1800. This means that our legistoner that the Credit of no of the back of take the cloth-niltone are willing to take the cloth-niltone are will be willing to take the cloth-niltone are willing to take the cloth-niltone are willing to take the cloth-niltone are willing

serve their assent from provincial legislation, subject only to any instructions from the attorney-general. It is fortunate for the people of Alberta that the supreme court entered these decisions. The Aberhart government was well on its way to setting up an arrogant autocray, Had Port aux Basque. The ship is registered at Budapest, capital of Hunter Legislation unbeld, this province

In a statement of claim filed at the Calgary court house by the Motor peared to be the driving from this Car Supply Company of Canada, with province of the established banking head offices in Calgary, the Supreme institutions, the substituting there- Court is asked to declare the Alberta

many" on Canadian soil.

The record of the government to date is most uninspiring. It has shown an inexperience in buildings and legial affairs that has caused end.

Shown and service and service and legial affairs that has caused end.

Author Society in Canada, a federation of organizations and service attention of organizations.

The whole experience is just an hearers to love one another. Of other good theory gone wrong.—The course, they look to him as a pattern Hanna Herald. the press, the Liberals, the Conservatives, the Dominion government— and last, but not least: himself, his pockets, and what can be extracted

stand the tests of the courts, or it far the government's support to agrican disallow it, and settle the "Alculture should be distributed. Really, berta Experiment."—Ex. Some Edmonton bull will be on sale that please thank the poor suckers at Calgary on March 30th and 31st. who sponsored the effort!

A FLIGHT OF FANCY—THE PREMIER VISITS THE PRISONERS

Legs to the right of us. How they display them! On they go trippingly,

Straight legs and bandy ones,

Knock-kneed and bony ones, Real legs and thony ones,

Straight and distorted ones. Mates and ill-sorted ones. Home and imported ones. "Ain't we got fun."

keep American tourists on this continuent, report states. Now, if we just prices are not scab prices, but right get our highways in shape so they are an view a political "battlefield" at There see

There are people in Alberta who they learned that the Champions of cannot buy themselves a pound of the poor oppressed people of Alberta, sugar and pay for it, but are fool our Social Credit M.I.A.'s, plan to enough to hand the ten cents over to raise their own pay as members of help keep Aberhart on the Sunday in. He must surely enjoy many a preachings and promises—that is colossal gall!—Athabasca Echo.

Meet Spring on the Coast Bargain Fares March 18 to 26

Pacific Coast

VANCOUVER - VICTORIA NANAIMO

Choice of Travel
in COACHES - TOURIST
or STANDARD SLEEPERS slightly higher for Touris andard Sleepers in addition to usual berth charges

RETURN LIMIT 30 DAYS in addition to date of sale STOPOVERS ALLOWED Stations Calgary, Nelson and West

Canadian Pacific

FAMOUS LAST WORDS.

Premier—Thank of John the Baptist.

Joe—Head on a charger. The Bank of Joe—Was a hand and hand false—Premier—Think of John the Baptist.

Joe—Head on a charger. You chank!

The remier—Think of John the Baptist.

Joe—Head on a charger. You chank!

The remier—Think of John the Baptist.

Joe—Head on a charger. You chank!

The remier—Think of John the Baptist.

Joe—Head on a charger. You chank!

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Joe—Head on a charger. You chank!

The remier—Think of John the Baptist.

Joe—Head on a charger. You chank!

The remier—Think of John the Baptist.

Joe—Head on a charger. You chank!

The remier—Think of the Man In The hand of John the Baptist.

Joe—Head on a charger. You chank!

Joe—What we want, Doe, is not famous examples of more or less prolonged servitude, sometimes, end think of get out of Canada, spend the people's money going to the Privy Council: Better call it a day, Mr. Premier—Think of the Man In The hand the false prolonged servitude, sometimes, end the proposed servitude, sometimes, end the prolonged servitu

Blairmore resident. He at one time worked in a prospect in the York Creek district.

All ice moved out of the Crows Nest river from Blairmore east Sunday last. But a few minutes b fore it disappeared adults crossed it in various places through Blairmore nd children were playing on it

Jack Kerr, who for some time has en assistant in the local warehouse of Western Grocers, has been trans-ferred to Coaldale, and leaves for his new post this week end. His suc-

The Calgary Rangers, by defeating Luscar Indians in the provincial senior championship series, are winwhich has been up for competition since 1919. It was won by the Cal-

It is about time that certain busi ness people got fed up with a cer-tain excuse for printing, and get to

irst hand in Alberta!

gust was registered with many as
There are reople in Alberta who

Matter contained in Bulletin 22, issued by the Alberta Social Credit board, could only be concocted by a badly deranged mind. Copies of the badly deranged mind. Copies of the to bulletin could likely be procured from the board. But, anyway, it's not to read.

A convention of the United Mine Workers of the Nova Scotia district is to be called to deal speedily with a coal company's announcement of bulletin could likely be procured from the board. But, anyway, it's not to read. A convention of the United Mine

A whale that was washed ashore at San Francisco was worth \$50 to the city, but it's funeral cost \$1,885. works Director Worden itemized the cost as follows: \$885 for rope to pull the body off the beach, \$300 for tug, \$500 for riggers and \$200 for a der-rick barge. A blubber company paid \$50 for the careass.

The late Scott Campbell, whose re-mains were laid to rest at Coleman on Saturday last, is survived by two brothers and two sisters, all unmar-ried and reniding in New Glasgow, N.S. He was one of the earliest sub-scribers to The Enterprise, taking it on after Mark Drumm had suspend-d publication of The Frank Paper in 1910. His name has been on our list as a paid-up subscriber ever since.

"Dad" Fred Palmer, of Claresholm slew into town on Thursday morn ing, enroute to visit his son-in-law at Coleman. Dad is looking quite hale for his age, claims he is as good as No. 1 Hard and probably for quite a number of years yet. He's already preparing to celebrate his one hun-dredth birthday, which is still away in the offing. He visited quite a number of the oldtimers here before continuing on to Coleman.

# **Each Needs What** Other Produces

NO TWO REGIONS on earth have more in common than the Western and Eastern parts of Canada. Each needs what the other produces. The East needs wheat, and next to Great Britain it is among the outstanding buyers of prairie wheat. The East needs calle—and bought last year from the West a quarter of a million head. The East needs butter, at the two between 20 and 25 million was a state of the control of the control of the Canada of the C a quarter of a million head. The East needs butter, so it buys between 20 and 25 million pounds each year. Sheep, lambs, hops, calves—the industrial East buys them by the trainload. To an extent not generally realized, the part of Canada that lies east of the Great Lakes provides the prairies with a

THE 2,500,000 PEOPLE of the three prairie prov-HE 2,500,000 PEOPLE of the three prairie provinces also need many things that are produced in the Maritimes, Quebec and Ontario. For instance, Dominion Textile Company's 7,000 workers, who live in six Quebec towns, make bed sheets, material for dresses, underwear, and shirts and scores of other necessary and useful textile qoods. They sell these products all over Canada—including the West. In return, they buy from all over Canada—including the West.

Western Divisio DOMINION TEXTILE COMPANY LIMITED 358 DONALD STREET :: . ..

the United States should take | A farmer of the Mac her place beside Great Britain in a

her piace beside Great Britain in a was last week fined to and costs for determination to force peace upon a conveying meat for human consumpharassed and muddle-headed world, is the contention of Beverley Baxter, eleansed for that purpose. Farmers Canadian-thrn M.P., in his London letter appearing in the March 15th rumber of Maclean's Magazine.

YOU NEED 3 TIMES MORE LIGHT FOR SEWING



CANADIAN GENERAL ELECTRIC CO., Limited



ent is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

# DENTISTRY R. K. Lillie, D.D.S., L.D.S. Graduate N. U. D. S., Chicag HOURS:

Coleman—Morning 9 to 1 Blairmore—Afternoon 1 to Evenings by Appointmen

PHONES:
Offices 33r2 — Residence 33r8

MEN! TO GET VIGOR, VITALITY, try raw oyster invigorators and other stimulants in New OSIREX Tonic Tablets. Tone up worn, exhausted, weakened system. If not delighted with results, maker refunds price, \$1.25, "You risk nothing, Call, write Blairmore Pharmacy,"

"My Skin Was Full of Pimples and Blemishes from Constipation"
says Verna Schlespo: "Since using Adlerika the pimples are gone. My skin is amooth and glows with health."
Adlerika washes BOTH bowels, and relieves constipation that so often aggravates a bad complexion. Blairmore Thanmacy.

# ALBERTA SPRING STOCK SHOW CALGARY MAR. 29 - APR. 2

SINGLE FARE for ROUND TRIP (MINIMUM FARE 25 CENTS)
From stations in Alberta

MAR. 27 - APR. 1 n April 2 for trains as not later than 2 p.m.

Cirnadian Pacific



# THE CANADIAN NATIONAL PARKS ASSOCIATION

(From Canadian Motorist, July, 1937) Ed. Note: The Canadian National Ed. Note: The Canadian National Parks Association is a non-political organisation, without governmental or party affiliations of any kind. No remuneration, save that of the satis-faction derived from public service, is received by anyone connected with the Canadian National Park's Association, as such, and the association obtains no financial support through government-grant or from party funds. Its financial support is pro-vided exclusively by patriotic, public-spirited Canadians, who seek the pre-servation of the best examples of the, majestic scenery with which nature, has lavishly endowed this Dominion, and the conservation of the nativel flora and funa that these may con-tinue in perpetuity to administer Ve, the health, enjoyment and cultural government grant or from party the health, enjoyment and cultural development of our people, and, as, great tourist attractions, contribute, to their prosperity through the reve-

desiring further information about it about address their communications included on his nomination form, said to W. J. Selby Walker, executive sectors, and the esignation to take effect at the retary, Canadian National Parks As. sociation, 34 Lineham Block, Calgary,

ooks early last week. north over Cassils. The flight geese is generally a more reliable sign than the highly-touted visit of a ground hog that spring is here.

The following ministers of the United Church in Alberta have re quested change in pastorates: Rev. R. D. Binning, Medicine Hat; Rev. H. G. de Leeuw, Retlaw; Rev. A. E. Larke, Blairmore: Rev. Thomas Taylor Milk River; Rev. C. E. Rogers, Car stairs, and Rev. Melvin Dobson Lloydminster.

Campbell were laid to rest at Cole man on Saturday afternoon last. The funeral was very largely attended, Following an impressive service at St. Paul's United church, conducted by the rastor, Rev. H. J. Bevan, the remains were laid to rest in the Coleman cemetery.

Dr. David Cowan, Spokane dentist has launched an appeal before the British Columbia court against an order of Mr. Justice D. A. McDonald the Supreme Court, restraining him from advertising dentistry in British Columbia. Before the restrained baard, or the Gov. the Province of Alberta. Nelson, Trail and Fernie newspapers.

# MEN WANTED

WANTED: Sixty-three men to fer themselves as candidates for election to the next Alberta legisla-

QUALIFICATIONS: Men QUALIFICATIONS: anen wao have made a success of their own business; ability to set the affairs of the province ahead of their own per-sonal interests or even those of their communities; men who have never sat in any legislature; men who en-joy the confidence of the majority of joy the confidence of the majority of the clear thinking people of their communities; men who proudly en-joy the honor of having their word regarded as highly as their bond; men who can rise above the tenets of any political faith for the greater e of their provi

PLATFORM: Their LATFORM: Their platfould consist of the following:
Enactment of a redistributi

bill in the first session of the first legislature cutting down the provincial constituencies from 63 to 17.

2. Acceptance of any plan formu

nue derived from tourist traffic. . lated by the house for selection of
Those desiring to support this, the 17 continuing members from the
splendid work of the association, or 63 elected.

4. Reduction of the provincial cabi net to five memb

A flock of geese was seen flying Act operative by signatures of twenty-five per cent of bona fide voters of the last election.

6. Immediate commencement of re-

funding negotiations of the public debt and proportionate reduction of

7. Immediate steps taken for re tablishment of Alberta credit.

It matters not what collective namis chosen for this new group, nor ye from what political parties they come, providing the men selected for the job have made a success of their own business.

This is a big job to be undertake by petty prejudices and desires, sole ly concerned with the task of putting Alberta back into the place she has been forced from during the past

Applications may be made to your ocal weekly newspaper.

Who will be the first applicant?

Grande Prairie Herald.

To some it seems that at the prefar greater importance than additional baths, hot and cold water, etc. in Alberta hotel rooms. Pretty soon

the weather will be so warm that a

R. E. Donkin, of Frank, repr ing Sentinel Lodge, A.F. & A.M., Hifl crest, and W. H. Chappell, represent ing Rocky Mountain Lodge, attended ing noney anoman bodge, attended the 40th anniversary celebration of North Star Lodge at Lethbridge on Monday evening. Ben Burrell, well known C.P.R. engineer, was an honor guest on this occasion, being the first candidate to be initiated following the institution of the North Star

NEW SPEED LIMIT

Raising of the speed maxi from 20 to 25 miles towns and villages is provided for in a bill to amend the Motor Vehicles a bill to amend the Motor Vehicles and Highway Traffic Act which is, now before the Alberta legislature. The measure is sponsored by Hon. E. C. Manning, provincial secretary. When explaining the bill to the Kouse, the minister said the purpose of the characteristics.

of the change was to make it app! cable to charges of reckiess driving. So far as the speed limits were concerned, these were matters for regu-

lation by municipal by law.

When a car was found to have been travelling at a speed of more than 25 miles per hour in towns and villages, this would be regarded as, prima facie evidence of reckless driv-ing, said Mr. Manning.

Another change in the act is to provide that a motor vehicle about cross a main highway must come a stop not less than 10 feet from th highway, in order to ensure greatent safety. The bill as originally draft-ed provided for 30 feet but on the suggestion of officials of the Alberta approved by the house.

One of the objections to the 30 foot proposal was that the car would be too far back from the highway in some places for the driver to have a clear view before proceeding over

Evan Gushul, of Blairmore, nepher Evan Gushul, of Blairmore, nephew of the late D. Macko, attended the funeral in Calgary on Saturday last. Chief mourners were his wife, for-merly Miss Lillian Jenkins, of Cal-gary; Miss Jane Loxom, a friend of Mrs. Macko, and Dr. and Mrs. Field of Edmonton. Mrs. Bakaj, of Cole-man, is a cousin of the deceased. Mr. Macko for a number of years wa accountant in the general office of the International Coal Coke Co. at Cole

The death of S. P. Hunter, well Creek on Friday last, sixteen days after the passing of Mrs. Hunter, He was operated upon a week after Christmas and never fully recovered. He is survived by his son, Charles and two daughters, Mrs. George Mar-cellus, and Mrs. Otto Schoen, both of Pincher Creek. A brother and sister mains were laid to fest on Monday afternoon.

person wanting a bath can go and Ford were laid to rest in the Blair take a dump in a lake. more cemetery on Sunday afternoon, following an impressive service held in St. Luke's Anglican church at 3 p.m., conducted by Rev. A. S. Part ington. The choir of the church was augmented for the occasion by m Rugged Cross" was feelingly sung. by Miss Lena Fraser. Large numbers of relatives and friends of deceased from Coleman were in attendance Floral tributes were qui

The premier of Alberta says

"Saakatchewan's only Mope lies in;
Social Credit:" Yes, that's where Alberta's hope lies, and will lie and never come out of it. If Saakatchewan people have been watching the prooferses of Social Credit in Alberta, they no doubt have made up their minds about it long ere this, and there should be no messaity for the Alberta gang to spread their farce any further.

Near embugh to collagse is what of the propersion of the world are on Alberta. We found that very few people knew to assure that full satisfying flavor found only in ALBERTA BEER.

Near enough to collapse is what amy listener-in could judge from Aberhard's broadcast on Sunday last. Better far for him he had never yen tured before the "mike." Fumbled words and utterances marked his entire broadcast, from which anyone could judge nothing else but that the great disclete was nearly a last effect. We join with the majority in Alberta today in expressing our sympathy with his followers, and congratulating Aberhard or Social Credit. But the salary increases. Seems as if Alberta today in expressing our sympathy with his followers, and congratulating Aberhard or Social Credit. But the salary increases. Seems as if Alberta today in expressing our sympathy with his followers, and congratulating Aberhard or only increase. Seems as if all success so far.



CALGARY BREWING & MALTING CO. LTD.

FANTIN & DEZORZI, Agents, BLAIRMORE, Alta.

to \$1,285,909 from a total sale of \$4,- bought lots of other stuff the same 958,000 worth of liquor.

The profits of the Nova Scotia | We heard the other day of a would-tiquor commission for the fiscal year | be beeg guy offering to buy out a ended November 30, 1937, amounted | local business on hot air. He's



in enjoyment through-out the whole year for yourself and your fam-ily. Magazines of your own choice and this newspaper, packed with stories, time-ly articles, helpful departments and color-

ul illustrations. Now is your chance.		
GROUP I	GROUP 2	
Maclean's (24 Issues) 1 yr. Chatelaine 1 yr. National Home Monthly 1 yr. Canadian Magazine 1 yr. Rod and Gim 1 yr. Pictorial Review Combined work Delineator 1 yr. American Boy 8 mm. Can. Horticulture and Home Magazine - 1 yr. Parents' Magazine - 6 mm. Silver Screen - 1 yr. Open Road for Boys - 16 mm. American Fruit Grower 1 yr.	News-Week (26 issues) 6 mo.  True Story - 1 yr.  Parents' Magazine - 1 yr.  Open Road for Boys - 2 yrs.  American Boy - 1 yr.  Screenland - 1 yr.  This Offer Fully Gua anteed — All Renewa Will Be Extended.	

TAKE YOU	
	R
IANE 700	
CHOICE!	

OFFER NO. 1 One magazine from group 1 One magazine from group 2 and this newspaper.

OFFER NO. 2 Three magazines from

FOR	group I and this newspap
	THIS ORDER BLANK
Gentlemen: I enclose \$	Oupon careful Please send me Please
NAME STREET OR R.R.	

Put it in an Envelope and Mail it to THE BLAIRMORE ENTERPRISE TODAY

# **EXPERIENCE**

The consistent high quality of ALBERTA BEER is the result of EXPERIENCE. Every step ... the choice of ingredients... processing, mellowing, maturing and bottling is conducted under the supervision of experienced men;-men employed in a sincere, honest, painstaking effort



# **WORLD HAPPENINGS** BRIEFLY TOLD

Paul Vincent Carroll, a \$37.50-a-week school teacher in the slums of Glasgow, arrived in New York to see the broadway stage hit which nets him \$800 a week after tax deduc-

tions.

Col. O. M. Biggar, Ottawa lawyer, has been appointed to draft legislation to stiffen the Election Act against electoral corruption, it was reported. Col. Biggar was former chief electoral officer for the Domin-

# The Greatest Gift

In Utcates, that
Is Enabling Every Person To Do
Something For Hinself
No man, no honest man, wants
coddling. A fair chance to help himself is all he asks. If blind or desf
or crippled, still for hinself he bespeaks no more. The greatest gift
one person can give another, Helen
Keller has said over and over, is not
to do something for him, but to eshable him to do something for himself.

able him to do something for himself.

A case in point is Miss Keller herself, to men everywhere the symbol of a fruitful life grown from a blightest of the symbol of a fruitful life grown from a blightest of the symbol of the

# Had Wrong Idea

mer Did Not Quite Underst Remark Of Minister

Farmer Did Not Quite Understand Remark Of Minister
The new minister was extremely enthusiastic about foreign missions, and one of his first self-appointed tasks upon coming to the parish was to call upon all of his neighbors whom he knew to have money, and enlist their support.

"Tm. sorry," replied one wealthy farmer, "but it's no use asking me, I don't approve of foreign missions."
"But surely," the minister persisted, "you know that we are commanded to feed the hungry?"
"That may be," came the grim reply," but surely we can feed 'em on something, chasper than mission-aries."

Croydon airport is the sixth largest airport in the United Kingdom, having more passengers than either Liverpool or London.

# t Safeguard Of Peace

WORLD HAPPENINGS
BRIEFLY TOLD

Japan and the United States are reported to have reached an amic able solution over Japanes fishing in Alaskan waters.

Premier Angus Macdonald an nuclead in the Nova Sgotia legislation of the States and the Nova Sgotia legislation of the States and the More Sgotia legislation of the States and the closest Anglo-American cosmothes of a 5800,000 sulphur plant the mines department announced. The United States and Czechosłowskia signed a trade agreement, but 71th the US, has concluded. The pact calls for tariff reductions by both countries on scores of products. Air France, the French national ari line, plans to use a seapane and giant landplane for experimental flights across the North Atlantic starting in June.

Peter Sindair, 50, Liberal House of Commons member for Queer's, sind in the fact of cooperation of Commons member for Queer's, EL, Ided in hospital of a heart at tack. The Queen's member was producted to the Commons member for Queer's, EL, Ided in hospital of a heart at tack. The Queen's member was producted to the United States and yhas perfected an automatic landing device which the United States and yhas perfected an automatic landing device which all the states and the states and the Commons was perfected an automatic landing device which all the products of the United States army has perfected an automatic landing device which and the states and the s

WASH FROCK WITH TRIM PANELS EASY TO MAKE AT HOT



Rest assured that this colorful wash frock will lead a busy life, for once it's in your wardrobe, Pattern pan from a surple wardrobe, Pattern pan from early morning 'till night! Those graceful panels you've been admiring form a smooth-fitting 'princess line' effect, and are easily o'f straight soma! Brief sleeves are comfy to wear, and see—they're cut all in one with the becoming yoke. For a final touch of percettion, nip and place some inexpensive, contrasting buttons at your shoulders. Jdeal in gingham, or printed chambray.

Fattern 4730 is available in misses and the strength of t

cluded.

Send twenty cents (20c) in coins (stamps cannot be accepted) for this Anne Adams pattern. Write plainly Size, Name, Address and Style Number and send order to the Anne Adams Pattern Dept. Winnipeg Newspaper Union, 175 McDermot Ave. E., Winnipes.

# FLIN FLON

The Story of Its Fin ion To-day

By PRATT KUHN

While at Island Falls I found that Jeff Homt-Hay was coming back to go up to Rocky Falls on Reindeer Lake, another 60 miles away, so T beling flow, and the same are training the water from Reindeer Lake (which is a mere 175 miles long, and and in some places 800 feet deep and an area of 2,300 square miles) from the Churchill and thus to the power than the same and th

plant at Island Falls.

About 40 men were on the job just starting. They and their and othinery and supplies had all been flown in and the engineer in charge swas O. L. Flanigan of Toronto lothe Frazer Brace Co.

charge of cruising and is a magn facent man of 200 odd pounds and
about six feet tall.

Six miles from Rocky Falls there's
still a Hudson Bay Post on an Island,
and fur trading is carried on with
all Hudson Bay Post on an Island,
I was told there a flyer named
Turnbull from Fins Flon, who is commercially fishing this lake and he
takes out whitefab four to 15 pounds,
trout up to 40 pounds, pickersl, grayLake, by the way, is the natural
water route from The Pas.

I joshed the cook because I told
him that all he had to do now wis
wash up. This is literally true, betake by the way. Is the natural
water route from The Pas.

I joshed the cook because I told
him that all he had to do now wis
wash up. This is literally true, because here's the food brands I found
in his supply tent, and they're all of
the best too:
Clark's Fork and Beans
Campbell's Tomato, Vegetable
Soups
Shamrock Pure Pork Sausage
Crade A Eggs
Crade A Eggs
Crade A Eggs
Crade A Eggs
Shamrock Pure Pork Sausage
Crade A Eggs
Raymore Mitted Picken (Wpg.)
'Aylmer Golden Waxed Beans
Burn's Bakeay Shortening
Security Creamery Butter
Blue Ribbon Tea.
Fry's Cocoa
Pacific Evaporated Irradiated Mike
Nabob Spices
Dr. Jackson's Roman Men!

Fry's Cocca
Practic Evaporated Irradiated M
Nabob Spices
Minute Taploca
Aunt Jemins Pancake Flour
Aylmer Bertlett Peara
Nabob Spices
Na

# Gardening

Most people realize that all vegetables deteriorate in storage. The early potatoes are, always taster lars this month. The former taste better because they are not ripe. To get this quality in all vegetables experienced gardeners spread their weeks. They realize that vegetables deteriorate in the garden just as they do in storage and so they atways or two of splaids, corn, beets and practically everything less coming on rather than the whole gardening maturing at one time. open from the vines for three propers of the propers

material is available all season.
Horticulturists invariably advocate
purchasing seed and other garden
stock from a source which caters to
Canada and Canadian conditions,
While all seeds and nursery stocks
sold by Canadian firms are not necessarily produced in Canada, they are
carefully chosen to give the best results under Canadian conditions.

suits under Chandlan conditions.

There are some people who are alraid to make a change once a garden or home is laid out. But with most plants a shift is not only percelly feasible but is good for the received feasible but is good for the mean that permanent trees and shrubbery should be dug up and replanted each spring, but with many of the perennials and annuals only ating growth will result from too long residence in one spot. True.



From the town of Filn Flon, Manitoba, the Filn Flon mine plant looks like this in 1937.



Filn Fion mine plant and town taken from an airplane, 1937. Comparthis with original camp views.



How do you like the paved streets? This is a winter scene in the Callinan Hill section of Flin Flon, Manitoba.



Another view of the Hudson Bay Mining and Smelting Co., Ltd., plant at Flin Fion mine in Manitoba.

# Fogs Are Expensive

Fogs Are Expensive

Estimate Of Annual Cost To London Places Figure At \$200,000,000

Fogs over London have always had a romantic implication for fiction purposes, but never for the every-day ilife of Londoners. The dark pall which falls over the city has been a scourge to be borne patiently. Altithough bringing untold losses in time and money, and often completely upsetting winter social life, the fog was accepted as unavoidable.

Like Mark Twain's comment on the general subject of weather, much was said about it, but little done. Now, at last, it appears that the Briton his had enough, and the Ministry of Health is planning a determined campaign to eliminate fog by attacking its chief cause—smoke. A conference of local authorities has been called, and the laws affecting smoke abatement are to be lightened. During the past 20 years modern methods of combustion have made the London atmosphere considerably cleaner. The modern 'pea nong,' although lighter, is still use and the laws and the subject of weaks and the laws and the subject of the condens of the laws and the lands and the laws affecting smoke abatement are to be lightened, the London atmosphere considerably cleaner. The modern 'pea nong,' although lighter, is still use the London atmosphere considerably cleaner. The modern 'pea nong,' although lighter, is still used to be a state of the conditions in the conditions in

# The Ice Cream Province

\$200,000,000.

When rafts are placed in water frequented by muskrats, it has been found that the rats quickly take advantage of the floats as a base for their homes.

In England, pawnbrokers are decreasing in number. There now are less than 3,070 in the country, as compared to 3,498 in 1931.

A fine crop of flax has been grown in a water solution, without soil, at North Dakots Agricultural Colleges Germany shipped over 6,000 tons of medicinal products to other countries last year.

A Good Marksman

Sgt. Port Of Edmonton Wina Shield For Making Perfect Score of Making Perfect Score of Claim of Marksman Association officials amounced Sgt. Analy Zood and Jonathy Police at Edmonton the worth the worth the year the solution of 22 sporting rife.

Sergeant Ford, former official broncho-buster for western detached the ments of the RCAEP, fred 200 consecutive bulls-syes from a standing and prone positions. Ford is a former winner of the individual high score of medicinal products to other countries last year.

# SUNDAY SCHOOL LESSON

KEEPING THE BODY STRONG

Golden text: Now therefore be-ware, I pray thee, and drink no wine nor strong drink and eat not any unclean thing. Judges 13.4. Lesson: Mark 6:53-69; Judges 13: 12-14; 1 Corinthians 3:16, 17; Romans 12:1, 2. Devotional reading: 1 John 2:12-17.

Explanations And Comm

Devotional reading: I John 2:12-17.

Explanations And Comments
Josam Ministers to the Health of
the Body, Mark 6:53-56. From the
plain on the south-eastern side of the
plain on the south-eastern side of the
had crossed over in their local to the
lad crossed over in their local to the
people for health of capernaum. Here the eagerness of the
people for health of the caperlain of Gennesaret south of Capernaum. Here the eagerness of the
sall regions round about, bringing the
sall regions and the propie
the market-place and the propie
the market-place and the propie
ressed forward to touch even the
border of his garment and be healed.
Servace, 1 Coriththans 2:16, 17. Vritiing to the Coriththan Christians,
Paul questions: "Know ye not that
ye are the temple of God, and thatye are the temple of God, and hatye." Where could one find a better
the place of the sall the sall the
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Article No. 84 CANCER AND RACE

Article No. 34

CANCER AND RACE
Professor Walther Flacher, pathological anatomist in the University of Rostock, Germany, has recently reported the results of his investigations of cancer and race. This report shows that the various European races present no manifest differences with regard to the total of cancer ass Judged by the mortality.
The Jewish population within the large cities of Europe shows the same incidence of cancers and only occasionally differences in respect to localization.

The United States the incidence of the United States the incidence and the United States the incidence of the United States the incidence and apparently among Chinese, cancer as about as prevalent as it is among Europeans.

Manifest differences in the most common seats of cancer exist among the yellow races, the Malays and the negroes of South Africa. In the yellow races primary cancer of the liver (with cirrhosis) is most frequently encountered. Cancer of the stomach is extremely infrequent among Malays. Sarcomas are commoner among the whites. Fischer believes that the differences observed in the incidence and not to inbred factors.

Betel-nut chewers are very prone to have mouth cancer. One sees the cach other as the Dutch and the English. Breast and uterine cancer are twice as frequent among English. Breast and uterine cancer are twice as frequent among English Breast and uterine cancer are twice as frequent among English. Breast and uterine cancer are twice as frequent among English. Breast and uterine cancer are twice as frequent among English. Breast and uterine cancer are twice as frequent among English. English easers articles as asset the long the same for each country.

Patience and cancer from Dyes.

Editorial Note: Readers desiring the complete set of Dr. McCul-lough's cancer articles at once may secure same by writing to— The Health League of Canada, 10 Bond Sh., Toronto, Ont.

No family need neglect even minor

Hero is what to do: Take two
"Aspirin" tablets when you feel a
cold coming on—with a full glass
of water. Then repeat, if necessary,
according to directions in each
package, Relief comes rapidly.
The "Aspirin" method of relief
is the way many doctors now
approve. You take "Aspirin" for
promptly, you call the family dector.
"A "kerivin" beliefer new review.



# Nearing End Of Growth

Illinois Boy Is Tallest Human In In Medical History

Robert-Wadlow, of Alton, Ill., talleat human in medical hostory, who
has observed his 20th hirthday, its
nearing the end of his phenomenal
growth, according to physicians
Reasurements revealed Wadlow is
8 feet 8½ inches tall. He weight
stop poughs Records examined showed-tile youth's rate of growth in the
last four years has diminished onehalf inch each year. He grew only
one and a half inches last year. Between the ages of nine and twelve he
averaged from four to five inches of
growth each year.

People on the Pacific coast are at st getting an answer to that old nation, "Where do the salmon go?" seems that they go into a floating apanese salmon cannery.

WHAT HO!

BY ATTAIGEMENT CONNELL

BY ATTAIGEMENT WITH Thomas
Allen, Publisher, Toronto.

CHAPTER VII.—Continued

"Oh, dear, oh, dear," said the ear, with a stricken look, "I believe I did mention a few things to old Bumpty forgot they call him the Wireless Duke because telling him anything is equivalent to broadcasting it. I'm anything is equivalent to broadcasting it. Brain with the wireless."

The with the stricken confined in a sanitarium, sir."

"Oh, it doesn't matter," said Ernect, and the thought that the clive.

"Oh, it doesn't matter," said Ernect, and the thought that the clive or copper there myself to-day. Fin McCool refused."

Tricky jump that, "said Captain buff-looper. "Why, I almost came or copper the myself to-day. Fin McCool refused."

Tricky jump that, "said Captain buff-looper. "Why, I almost came of the competition of London papers in "turn lown is infinitesimal comforted him. Crump, announced that Captain Duff-Cooper was calling. The captain and uperior in his dinner suit. He greated Ross and the earl cordially, but his not to Ernest was right out the restpication." I hope so, too," and Ernest, and the strick was right out the restpication. "Tribble of coffee, Esme?" asked.

"Pir jim Cool will be ready for you, "Fin McCool will be read

No family most neglect rown micro.

March 20 bill to the Table way go fel all of merch of the same below you go fel a few company.

The "hepiric" melcod of nice "registers" melcod of nice strings, "melcod of nice strings," melcod of nice strings,



CHILDREN of all ages therive on "CROWN BRAND" CORN SYRUP. They never the of its delicious flavor and it really is so good for them—so give the children "CROWN BRAND"?

children "CROWN BRAND";
Leading bytysteins proCROWN BRAND";
Leading bytysteins proCROWN SERVICE BRAND;
CORNES SERVICE a most eachtfactory carbobydrate to use
a milk modifier in the
feeding of they infants and
as an energy producing food
for growing children.



# A Profitable Industry

unswick Has Largest I unch in British Engage

Removing Has Largest Fox
Rasch in British Empire
In 25 years the fox breeding industry has transformed the Westmoriand County community of Salisbury, New Brunswick, from a drabhamlet into a busiling village where
per capita wealth is greater perhaps
than in any other rural part of New
Brunswick.
The 25-mile radius around Moncformatic the state of the second of the
Brunswick.
The 25-mile radius around Moncformatic of the second of the
trunch and the second of the
world. In this district is the largest
for ranch in the British Empire, that
of F. M. Colpitts, M.L.A., who pelts
from 3,000 to 4,000 allver black such
year.

year.
Years ago a good silver black fox
pelt sold for \$2,500. Business girls
could only dream of owning a silver
fox neckpiece. Now they can buy
one. Wealthy women who used to
have fox scarves now have fulllength wraps made from matched

length wraps made from matched pelts.

Ranchers who once produced only a few pelts have so multiplied production that a silver black scarf is no longer a luxury worth its weight in gold. Instead it is within the scope of the average woman's pocketbook, although no less beautiful than before.

The industry has settled down to a steady basis. Prices remain much the same from year to year and offer good profits to efficient ranchers who have enough stock to carry their overhead. These breeders carned profits during the depression.

The Colpit's ranch has its own private factory where biscuits are manufactured for the animals. Rabbits for feed are bought in carload lots. Scientific feeding and handling have supplanted hit-or-miss method to 20 years ago when a man paid a small fortune for a pair of breeders and either went broke or became wealthy. wealthy.

# Canada's Major Oil Field

Canada's Major Oil Field

British Empire Has A New Source
Of Oil In The Turner Valley
Canada's Major Oil Field was the
subject of an illustrated lecture by
Dr. G. S. Hume of the Geological
Survey, Department of Mines and
Resources, to an audonce at the
National Museum at Ottawa.

Dr. Hume said oil was one of our
vital resources, as it was used, to
turn the wheels of the world. This
British Empire had a new oil Beld
in Turner Valley Alberta. After 28
years of exploratory drain gas and
naphtha crude oil was produced in
June. 1886, when the Turner Valley
Royalites well was drilled. The new
well had an initial flow of 850 barrels a day. This encouraged additional drilling, with the result that
Turner Valley has now a potential
production per day of 30,000 barrels
of high grade oil, particularly suited
for the making of gasoline.

At the conclusion of the lecture,
the sim, "Canada's Major Oil Field,"
was shown. This film was taken by
Dr. Hume last summer, and shows
the various steps in the locating,
drilling and production of oil in
Turner Valley.

First Grade Fir Timber

# First Grade Fir Timber

First Grade Fit Timber

B.C. Supply Will Soon Be Exhausted
State Forestry Officials

Every few days one or other of the
up-island ports reports the departure of a deep-sea freighter loaded
with our best fir logs, going out of
the country as unmanufactured timber to supply raw material for mills
and labor in foreign countries. This
export is at the expense of our own
industry and labor. It is proceeding
while our forestry officials are warning that we have only a dozen years'
supply of first-grade fir timber left.

—Victoria Daily Times.

Allspice is the dried, unripe fruit of the pimento tree.

# or COLDS MINARD "KING OF PAIN" LINIMENI

# Another Wonderful Cave

Accidentally Discovered in New Mexico By Sheep Rancher Discovery of a magnifecent limestation cavern, with one vaulted chamber more than three miles long, has been reported at Carlabad, New Mexico.

The great cave, said R. P. Burnet, curator of the Carlabad Museum, invals in beauty the famed Carlabad Cavern near by and may be the largest in the world.

Carlabad Cavern and another near Mexico City now vie for the title of the world's biggest 'hole in the ground." Neither has been explored throughly.

Mr. Burnet led a small party of explorers through the tiny, hidden entrance, deep in the Guadalupe Mountain, twelve miles south of Carlabad Cavern.

They found themselves in an immense underground room 700 feet wide and with a celling so high it could not be seen, even by the aid of powerful fashlights.

The party pushed on for six hours, covering an estimated three miles. Only when the chamber made a sharp curve did they turn back, fearing that they might become lost in the labyring on-white stalagnattes, Iluge, mon-white stalagnattes, Iluge, on the control of the cave once had been used for human occupancy.

man occupancy.

Tom Tucker, a sheep rancher, stumbled onto the cave's entrance, 700 feet up the steep side of a mountain and concealed by a jutting rock.

# Bridge Builder

Man Who Originated Vertical Lift Bridge Dies In New York
Dr. John Alexander Low Wadded, St. engineering authority reddied with originating the modern vertical; lift bridge, field in his New York apartment after a short liness. He was born at Port Hope, Ont. Dr. Waddell designed and constructed more than 70 lift bridges in this country and abroad. He was decorated by the Chinese, Italian, Japanese and Russian governments.

# **Need Building-Up?**

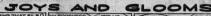


you for the whole of the control of WHEN you out-of-

biscovery and my appetite was much better, gained weight and strength, had more olor in my cheeks and felt perfectly fine a every-respect." Sold by druggists. New size, tablets 50c liquid \$1 and \$1.35.

"I had to fire an old employee to-day. I felt sorry—but sentiment has no place in your business."
"What is your business, may I sak!"
"Oh, I manufacture all sorts of holiday and greeting cards."

The Japanese oban is the largest coin in the world. It measures five inches across and weighs about four ounces. 2246





SWITCHING TO POSTUM

MANY PROPES can safely drink tea and coffee. Many others—and all children—should never drink them. If you are one of these, try Postum's 30-day test. Buy Postum and drink it instead of tea and coffee for one



month. Then, if you do not feel bet-ter, return the Postum container top to General Foods, Limited, Cobourg, Ontario, and we'll retund full pur-chase price, plus postage. Postum is delicious, economical, easy to pre-pare, and contains no caffeine.





Mrs. Robert Evans was down from Calgary, visiting friends in Colema

conference the early part of the

Clarence Darrow prominent Chica-go lawyer, died Sunday at the age of

Okotoks Annie can't understand why curiers are so old-fashioned, that they still use brooms instead of va-

"Things we'd like to know," in Fernie Free Press: Why Trail has a Macleod, attended the marriage license fee of \$25 on police dogs, their daughter, Mable Godfrey, Coleman \$10 and Fernie only \$2?.

Mr. and Mrs. J. M. Windsor have

Four miners were buried in a rock slide near Kirkland Lake on Tuesday. The accident occurred 3900 feet not people were sponsoring Aberunderground.

When the people of Alberta are cold that it is none of their durn business what their elected representatives are doing in Edmonton, things are coming to an interesting stage.

The doings of the government are absolutely the business of every citizen rore in America's winter playground of the province.

A car of Fords was unloaded h last week end to the order of l Trail Motors.

"Mitch" Herburn refers to io as the milch cow for the the Dominion.

R. Sjobeck has returned fro three months vacation spent in Sw den, and will resume his duties as roadmaster on Monday next.

Mr. and Mrs. Arthur Young,

We have received a beautiful photo Mr. and Mrs. J. M. Windsor have been entertained at many farewell of "Dad" Palmer as he appears to-parties prior to their leaving High day. It will be reproduced in our River for Cranbrook.

Four years from now it will be amusing to look back at the time

Two million dollars worth of building is said to be in prospect for Edmonton the coming summer, which ed, has treated himself to a new
will include the new Hudson BayPlymouth coupe, purchased through
Blaimore Motors.

Indictment of Mayor Robert R Williams with four other city cials of Miami after a grand jury had investigated charges of a \$250, 000 bribery to settle a utility rate case out of court, precipitated a fu-

PAINT UP! CLEAN UP! FOR EASTER

Coming

Satin=G10 Annual PAINTSALE

APRIL 9 to 16
It Will Pay You to Wait For this Event DROP IN ANY TIME AND ORDER YOUR REQUIREMENTS

Blairmore Hardware Co.

# INTRODUCING

OUR PRIZE PACKET

# the New Suit Samples

The Finest Collection of Harris, Mahony, and Candian Tweeds; Fine West of England Worsteds and heavy dependable Imperial Serges at NEW LOW PRICES. And Remember—

UPTON- MEASURED SUITS FIT

# J. E. UPTON - Merchant Tailor

New Models in RADIO RADIO SPARTON - NORTHERN ELECTRIC - ROGERS Receiving Sets

Also see Us for Special Prices on Used Sets Monthly Payments Arranged

rmore Motors

Let Us Serve You with TEXACO Gas and Oils

# Local and General Items

Joe DeGroote has been a patient in the Kimberley hospital during the

It is expected that the Alberta thought of controlling the post office egislature will prorogue about the banking system.

Mondor if Aberhart has even before the post office and the post office egislature will prorogue about the banking system.

The ballots in Alberta are more than anxious for the opportunity to declare the real "will of the people."

Dymter O. Macko, who died in Cal-gary last week, was a relative of Mr. and Mrs. T. Gushul, of Blairmore.

Yes, sir, if Tommy Farr were in Canada, he could appeal that decision to the supreme court. They're all

Mr. and Mrs. Rudolph Kwasnie have returned to Coleman from Kirkland Lake, where "Duke" played of sparing with Alberta parliamentarians plenty in the midst hockey.

Alberta is said to be particularly of the Crescent theatre, Red Deer, adapted to hog raising. Sure, look have leased the Civic theatre at Nelat the gang in Edmonton—they're hogging everything they can while

The minister who preached from

on Saturday to state that it will be some months before he can really Social Credit members of Alberta's government will realize that they have a just right to use their own

Coleman assessors, were among the glance at him will be a sure vote many Coleman people attending the killer: funeral of Lawrence Ford here on In the new school curriculum; If it Sunday afternoon.

Department announces. Licenses 100, other radios will be \$2.50 a year, an acrease of 50 cents over last year.

The names of those members of The Alberta legislature who voted themselves increased indemnities during the most trying time in Alberta's history are to be framed and placed in the provincial archives.

We have received a copy of The Financier, which succeeds the Cana-dian Financial Bureau. The Finan-cier is published at Montreal, with P. R. Hoad as general manager, and Kelly Dickinson as editor.

Attractive printing is produced by modern, up-to-date equipment, combined with the skill of competent workmen. Let us handle your print-workmen. Let us handle your print-Maior George MacLean, who had

The order will amount to 15 million

riage to take place tomorrow.

Canada annually imports \$2,800,000 worth of nuts. We, too, vigorously know. And what a rude awakening protest, since judging from what is ti will be—Drumheller Review. going on in this province at the present time, Alberta should be able to

After Solon Low intimating that a one per cent tax was to be collect-ed from small wage earners, the pre-mier took occasion, as in numerous

Wonder if Aberhart has

Max Baer outpointed Tommy Farm at New York on Friday night last in a fifteen-round go.

No sane-thinking Albertan is sur prised at the Supreme Court's judgment on the Alberta legislation.—Ex Should Major Douglas decide to

come over to Alberta, he will likely ship his "democracy" umpteen months ahead.

Saskatchewan is longing for the opportunity of sharing with Alberts

Social Credit study groups are still was surprised to see it reported in being formed in Alberta: When they the complete that course, they should go to some institution to learn some-thing.

The decrete who preached from the text, "Be ye therefore steadfast," was surprised to see it reported in breakfast."

Main-

eads. have Aberhart appear at all political
Messrs. Chapman and Watson, meetings in East Edmonton. Every

In the new school curriculum: If it Sunday afternoon.

Radio licenses for battery sets will be remain at \$2.00 a year, the Transport long would it require for him to reach Department announces. Licenses for

Alberta, British Columbia, Ontari and Quebec are the provinces of Car ada which lead in the cheese prodution. Alberta is also leading now in bull production.

J. C. Henry, well known Lethbridge barrister, died suddenly on Tuesday morning at the age of 60. He had been a resident of Lethbridge

His Worship Mayor Williams is ex pected to return this week end from Calgary, where he has been attend-

The Enterprise, Phone 11.

Orders for 2,800 freight cars and 35 locomotives were announced by the Canadian Pacific Railway Company, after a meeting of directors Major George MacLean, who had

any, after a meeting of directors.

The Drumheller Review remarks:

Oldras.

A forty-nine-year-old son of the feet and diesn't know it. It is time sprice, Colonel S. T. Wood, has been for his seconds to throw in the towel hosen as head of Canada's famous and call it quits."

chosen as head of Canada's Tamous and call it quits."

Commissioner Sir James MacBrien, who died in Torondo recently.

The engagement is announced of Miss Beatrice Elizabeth, daughter of Mr. and Mrs. Charles Cartwright, of the source of that information.

When the present Abe ernment is turned out of office, and an audit is made, the people will find out what those on the inside now

A new pulp and paper company has been organized, backed by Brit-ish capital, to erect and operate a large pulp-sulphite mill on the east coast of Newfoundland, with daily a one per cent wax was to be colledy—coast of Newfoundland, with daily ed from small wage earners, the pregraphic of 25 toons. The companymier took occasion, as in numerous will pay a royalty of 25 cents per
other cases, to deny that they ever cord of rough timber cit, and 50 intended to. Most everything has contended to. Most everything has been denied so far.

Germany swallowed Austria in one

Lawyers are born, not made: A sor

E. H. Morgan, mine inspector, and obsert Oakes have been appointed ommissioners for oaths.

Stan Walker and R. W. Morgan have been holidaying in bed at Pinchommissioners for oaths.

The Newfoundland Presbytery of the United church has unanimously nominated Rev. Dr. Robert Laird as moderator of the General Council,

E. R. J. Forster, South Alberta Association, was in town from Leth-bridge on Tuesday.

Chancellor Schuschnigg was driven so crazy through being herded out of Austria that he retaliated by getting Lundbreck district at a dance in the Lundbreck hall.

A Nazi decree forbids brewing of

marked that the head of our govern ment did not like being styled "pre-nier." Well, what about making it 'chancellor" or "Fuerher?

William "Dad" Harris weathered the winter well and is now enjoying excellent health and long-ing for gardening time to come around. Dad is past the four-score

A new Aberhart bank is being fi

Lawyers are born, not made: A son as born to Mr. and Mrs. P. Lawyer history as that of the biggest paid Edson on March 6th.

That brand of humor contained in the Edmonton Social Credit Board's pamphlets must have been discontinued.

With the transfer of Rev. Mitchell from Macleod, the Presbyterian congregation there has decided to affiliate with the United church.

The Sivinteenth of Oireland

Mr. King, Alberta liquor commis bock beer, porter and other heavy siner, paid a visit to the govern-beers, except for export. The object ment vendor stores at Coleman and of the order is to conserve barley to Blairmore last week end, returning ast on Sunday

> Copied from a Vancouver paper-dated February the 12th, 1942: "And Solomon in all his glory was not arrayed like that man Aberhart paradig down Broadway."

FOR SALE
RIVER BEND FARM, about 80
acres, 2 miles north of Cowley; 36
acres under cultivation, rest in pasture land. Ideal for irrigating. Pricesright, terms reasonable. Apply Hox
17, Cowley, Alberta.

# Pay Day Specials

Oranges Doz 20c - 25c -	45c
Lettuce and Endive per head	10c
Celery, fresh Lb	10c
Nabob Tea Lb	<b>53</b> c
Black Pepper	19c
Colgate Tooth Paste	19c
Bananas	23c
Chocolate Bars 7 for	25c
	J 5155383

We have a complete stock of Men's, Women's and Children's Shoes and the price is Always Right.

# MARK SARTORIS

We are Westinghouse Dealers

# CROWS' NEST PASS MOTORS

BLAIRMORE - - -

See Our Range of Used Radios



—By building your body to its highest point of effi-ciency. Your health, vigor, ability to forge ahead all depends on your choice of foods.

MEADE'S HONEY BREAD -is rich in force and energy. Extra-liberal amounts of the finest yeast and milk give at a high vitamin content. It's food for workers

ASK YOUR GROCER

MEADE'S BAKING SERVICE

